

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

**1.-54. (Cancelled)**

**55. (Previously Presented)** A method for displaying an image on a plurality of displays, each display being in one of a plurality of elevator cabs, the method comprising:

inspecting a playlist having first data leading to first information to be displayed;

on the basis of the first data, retrieving the first information;

assembling second data, the second data being representative of the image that includes the first information; and

distributing the image to each display.

**56. (Previously Presented)** The method of claim **55**, wherein inspecting the playlist comprises determining, on the basis of the first data, an address from which the first information is to be retrieved.

**57. (Previously Presented)** The method of claim **55**, wherein assembling second data comprises merging the first information with second information to be displayed concurrently with the first information.

- 58. (Previously Presented)** The method of claim 57, further comprising selecting the first information to be an advertisement and the second information to be real time general information.
- 59. (Currently Amended)** The method of claim 55, further comprising selecting a playlist on the basis of ~~micro~~ demographic information.
- 60. (Previously Presented)** The method of claim 55, wherein the first data comprises a pointer to an internet address.
- 61. (Previously Presented)** The method of claim 55, wherein the first data comprises a pointer to data stored in a local area network.
- 62. (Previously Presented)** The method of claim 55, further comprising inspecting third data indicating when the first information is to be displayed, and wherein providing the image to each display comprises providing the image at a time consistent with the third data.
- 63. (Previously Presented)** The method of claim 55, further comprising locally caching the first information.
- 64. (Previously Presented)** The method of claim 63, wherein locally caching the information comprises caching the information in a building server.
- 65. (Previously Presented)** The method of claim 55, wherein the first data comprises category information identifying a category to which the first information belongs.
- 66. (Previously Presented)** The method of claim 55, further comprising selecting the playlist to include category information identifying a plurality of categories of information to be displayed.

**67. (Previously Presented)** The method of claim **66**, further comprising selecting the playlist to include a first pointer leading to information classified in a first category and a second pointer leading to information classified in a second category that differs from the first category.

**68. (Currently Amended)** A method for displaying an image on a display[s] in an elevator cab, the method comprising:

inspecting a playlist having first data leading to first information to be displayed; and

on the basis of the first data, retrieving the first information for display in the elevator cab.

**69. (Previously Presented)** The method of claim **68**, further comprising assembling second data, the second data being representative of an image that includes the first information.

**70. (Previously Presented)** The method of claim **69**, further comprising sending the image to the display.

**71. (Previously Presented)** The method of claim **70**, wherein sending the image to the display comprises sending the image from a building server to a plurality of elevator cabs.

**72. (Previously Presented)** The method of claim **68**, wherein inspecting the playlist comprises determining, on the basis of the first data, an address from which the first information is to be retrieved.

**73. (Previously Presented)** The method of claim **69**, wherein assembling second data comprises merging the first information with second information to be displayed concurrently with the first information.

74. **(Previously Presented)** The method of claim 73, further comprising selecting the first information to be an advertisement and the second information to be real time general information.
75. **(Previously Presented)** The method of claim 68, further comprising selecting a playlist on the basis of demographic information.
76. **(Previously Presented)** The method of claim 68, wherein the first data comprises a pointer to an internet address.
77. **(Previously Presented)** The method of claim 68, wherein the first data comprises a pointer to data stored in a local area network.
78. **(Previously Presented)** The method of claim 68, further comprising inspecting scheduling data indicating when the first information is to be displayed, and wherein providing the image to each display comprises providing the image at a time consistent with the scheduling data.
79. **(Previously Presented)** The method of claim 68, further comprising locally caching the first information.
80. **(Previously Presented)** The method of claim 79, wherein locally caching the information comprises caching the information in a building server.
81. **(Previously Presented)** The method of claim 68, wherein the first data comprises category information identifying a category to which the first information belongs.
82. **(Previously Presented)** The method of claim 68, further comprising selecting the playlist to include category information identifying a plurality of categories of information to be displayed.

**83. (Previously Presented)** The method of claim 82, further comprising selecting the playlist to include a first pointer leading to information classified in a first category and a second pointer leading to information classified in a second category that differs from the first category.